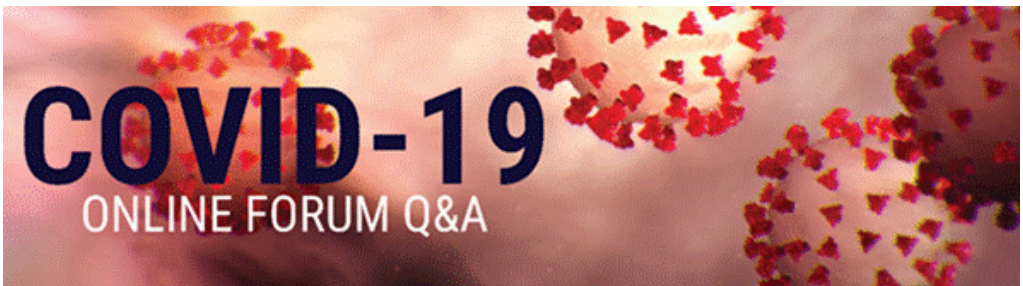




Resources and Updates May 04, 2020



**Join us this Wednesday, May 6th at 9:30 AM – 10:30 AM
for our weekly online forum for the business community!**

Weekly telebriefs are an opportunity to connect with County representatives and business partners, share information, and get answers to questions you may have.

You can pre-submit questions for the telebrief in advance [here](#) before we begin at 9:30 AM. You can also ask questions during the call through the online chat feature. Speakers will answer as many questions as possible during the one-hour telebrief.

<https://zoom.us/j/157409037>
Meeting ID: 157 409 037

To listen-in only, call: **1-669-900-6833** and enter the meeting ID provided

We have also developed a short form for you to provide feedback about these telebriefings.

This is your opportunity to share with us how you're benefiting from telebriefings, as well as suggest opportunities where we can improve.

[Provide Feedback on Business Telebriefings Here](#)



County of San Diego COVID-19 telebriefings are available throughout the week (via Zoom) for ADDITIONAL sectors of the community. For information, updates, and Q&A with other sectors, view the [full telebriefing schedule](#). Other sectors include: Education (K-12, Colleges/Universities, Early Childhood Care), Homeless/Shelters, Faith-Based Organizations, Military/Veterans, Healthcare, Homeless Outreach Workers, Community-Based Organizations, Long-Term Care/Residential Facilities, Older Adults and Disability Service Providers.

From California Governor Gavin Newsom

Today May 4, 2020 Governor Newsom announces Stage 2 which allows gradual reopening of lower-risk workplaces with adaptations including bookstores, clothing stores, florists and sporting goods stores, with modifications. The Governor also announces new framework to allow counties to move more quickly through Stage 2 if they attest that they meet the state's readiness criteria. Click [here](#).

On April 29, 2020 the Governor announced \$3.64 million in new funds to expand the state's Farm to Family program to help support the farm industry and help families access healthy food through the end of the year. Click [here](#) for the full announcement.

News for Businesses & Employers

[San Diego Futures Foundation](#) is asking for computers, laptops, and any computer equipment available to help provide critical resources to nonprofits and underserved communities. Due to the overwhelming requests from the stay-at-home order, nearly **50%** of annual allocated computer distributions have been depleted. These resources are especially serious for:

- Seniors isolated at home and unable to connect with their health care provider
- Persons with disabilities who are unable to order groceries
- Veterans who are unable to connect with their therapist
- Students who must complete their coursework on a cell phone



To contribute, please contact **619-269-1684** or recycling@sdfutures.org. All donations are tax deductible, are available to pick up county-wide, and will go to their Computer Drive Fundraiser.



Due to the rising numbers of confirmed COVID-19 cases—mostly concentrated on the West side of Chula Vista—the City has begun taking initiative to educate the community. This initiative, called Walkabouts, allows City staff to walk through neighborhoods and businesses to inform partisans of safe social distancing and facial covering practices. Persons are educated about the resources available and how to stay connected through the City of Chula Vista's social media and website.

[Chairman's Roundtable \(CRT\)](#) is a

San Diego volunteer organization to help provide high level pro bono coaching, consultation, and mentoring services to both for-profit and non-profit businesses. This team of former CEOs and business unit leaders wants to give back to

the community by assisting mid-size businesses and secondary non-profits with post-pandemic planning and navigation through specific strategic problems. CRT currently has the capacity of 30-60 consultants available to bring in a business lens for your needs. If you are interested in these services, please click [here](#) to submit an application or contact Executive Director Kristi Cerasoli at Kristi@ChairmensRoundTable.com.



BBB Serving the Pacific Southwest launches [Main St. Matters](#), a program to offer emergency grants in the form of \$500 or \$1,000 awards for businesses who have been financially impacted during the COVID-19 crisis. In order to keep this momentum going, BBB of the Pacific Southwest is seeking additional matching funds and donations to continue with the expected demand of the program. To support this mission, please [donate](#) or email yourbbb@bbbcommunity.org.

Upcoming Webinars & Networking

San Diego Employers Association HR at Work

Webinar: Conducting a Self Desk Audit

Date: Wed, 05/06/2020

Time: 9:00 AM – 11:00AM PDT

HR professionals and Managers in California recognize the importance and complications of Human Resources-related compliance. In this brief workshop, we will review recommendations for conducting a brief yet thorough “desk audit” for your own employees and human resources processes, update the different types of data required to retain, discuss storage and security, review retention methods and guidelines, and help bring order to a complex challenge. [Register here](#)



Covid-19 and Capital for Small Business - What is new and how do I use my assistance funds?

Date: Wed, 05/06/2020

Time: 9:00 AM – 10:00 AM (PDT)

Registration Deadline: 5/6/2020 8:00 AM (PDT)

Point of Contact: [San Diego & Imperial SBDC](#)

[Network](#) (619) 482-6388



Covid-19 public health measures are impacting the small business community. This webinar will review the capital options that exist as of today and review what help is out there for small business owners. We will also discuss the proper use of PPP and EIDL. Especially what to do to make sure your PPP loan can be forgiven. [Register here](#)

Navigating Long-Term Uncertainty and the Aftermath of Disruption

Date: Thu, 05/07/2020

Time: 1:00 PM EDT

This webinar, presented by The Crisis Tamer Lisa Dinhofer, will provide 'navigational tools' for working with uncertainty and planning for the aftermath of disruption. [Register here](#)



How Farm Businesses are Pivoting during COVID-19: Resources for Advisors Assisting Small Farms

Date: Thu, 05/07/2020

Time: 3:00 PM PDT

Join CAMEO as Stepheni Norton, owner of Dickinson Farm, a small plot urban farm in San Diego South Bay and expert advisor to small farms provides examples of how farm businesses are pivoting during COVID-19. Stepheni will offer important business resources that are key to helping small farms during these unprecedented times. This session is intended for TA providers, consultants, and advisors to small farms. [Register here](#)



Customer Development and Validation (Workshop 3 of 5)

Date: Fri, 05/08/20

Time: 10:00 AM – 11:00 AM PDT

This workshop (third of five) is designed for entrepreneurs, early-stage business owners, founders, managers, and other leaders who want to better prepare for any customer problems. [Register Here](#)



Virtual Connections Networking Event

Date: Wed, 05/13/20

Time: 4:00 PM - 5:30 PM PDT

All businesses are invited to join a free virtual business networking event with Peter Zien, owner of Ale Smith. [Register Here](#)

In Case You Missed It...

Keep Your Business Going with Gift Card Incentives || Given the uncertainty throughout San Diego as a result of COVID-19, Facebook is offering more ways to support businesses by providing gift card discovering services. [Boost with Facebook.](#)

Yelp Offers Relief for Restaurants and Bars || Last week, Yelp extended its relief program through May 25, 2020 to help support independent, local restaurant and nightlife businesses, in the form of waived advertising fees and free advertising, products, and services during this period. For details about the relief program services offered, click [here](#).

BBB Warning: Phony Websites Are Popping up During COVID-19 Crisis || Newly created websites are running ads to scam customers into “purchasing” sanitizers, disinfectants, masks, and paper products. Several customer complaints sent to the Better Business Bureau reported ordering these products but were never received. For the full article and details about these tips, click [here](#).

COVID-19 Posters Available for Facilities



To request English or Spanish posters for your business, please e-mail COVID-Business@sdcountry.ca.gov with your contact information, drop-off location, and delivery instructions. A member of our Outreach & Education Team will contact you to coordinate delivery and obtain any additional details (if necessary).

Additional resources and materials are available [here](#) for your use.



Coronavirus in San Diego County

Daily updates on positive cases



Resources and Materials

FAQs, posters, videos, and other materials



Businesses and Employers

Information for businesses and commercial entities

Stay Informed About COVID-19

[County of San Diego Epidemiology Unit – Coronavirus Disease 2019 \(COVID-19\)](#)

[California Department of Public Health, Immunization Branch – COVID-19](#)

[Centers for Disease Control and Prevention – COVID-19](#)

[World Health Organization – Coronavirus Disease \(COVID-19\) Outbreak](#)



Business Sector

County of San Diego COVID-19 Response

Visit the [Business Sector web page](#)

